



Plaything

**SIMPLE BRAND  
GUIDELINES**

# Welcome

## About this guide

This guide gives you a quick overview of the most important parts of our brand to help get you up and running quickly.

It's by no means exhaustive and a comprehensive Brand Guidelines document

## What's in a brand?

A brand is much more than just a logo (although that's arguably the most important part!).

It's the combination of all the elements that identify who we are as a company in the marketplace, including (but definitely not limited to) use of colour, typography, graphics, imagery, as well as the language and tone of voice we use in our marketing and communications.

To make the most of our brand, we need to use all these elements carefully and consistently.

A consistent brand is a strong brand. And strong brands build business.

# Plaything

# Masterbrand logos

The masterbrand is the main version of the logo. It represents the company as a whole and is also used for all Residential Sales marketing and communications.

There are several versions of the masterbrand to suit almost any purpose, but there's an order of preference for how these versions are used, as shown here.



Use only approved master logo files.

Don't create your own logos or use downloaded web graphics.

1

The preferred version of the masterbrand logo is pantone 690 C, on white background. Details are (from left to right) pantone 2029C, pantone 2025C, pantone 1365C, pantone 2267C, pantone 2089C



2

Sometimes the logo needs to sit on a dark background. If that's the case, you can use the versions shown here. White masterbrand logo with details (from left to right), pantone 1365C, pantone 2029C, pantone 2089C, pantone 2267C



3

Occasionally, the logo needs to be printed on an item where colour reproduction isn't available or possible. You can then use the black and white versions of the logo shown here. Note that black and white logos are never used on websites, video or for any other digital purposes.



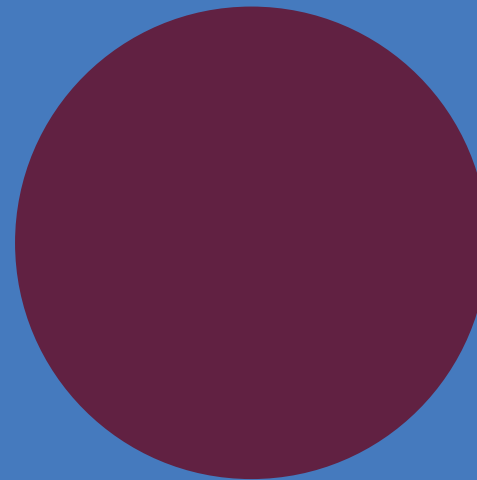
# Masterbrand colours

To ensure a consistent and recognisable look for all Barfoot & Thompson marketing and communications, it's important that our brand colours are used and reproduced correctly.

This page gives you the technical specifications for our masterbrand colours.

## Primary colour

Plathing Blue pantone 2382 C is the most important colour on all our marketing and communications, and is always the most prominent.



Plaything Aubergine

CMYK 26/98/13/59  
Pantone 690 C  
RGB 9733/65  
Hex 612141

## Secondary colours



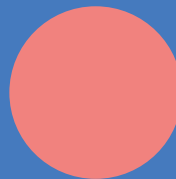
Plaything Yellow

Pantone 1365 C  
RGB 255/181/73  
Hex ff6549



Plaything Orange

Pantone 2025 C  
RGB 255/138/61  
Hex FF8A3D



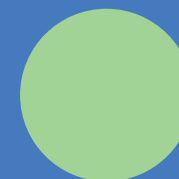
Plaything Red

Pantone 2029 C  
RGB 242/130/127  
Hex f2827f



Plaything Blue

Pantone 2727 C  
RGB 48/127/226  
Hex 307FE2



Plaything Green

Pantone 2267 C  
RGB 155/225/152  
Hex 9be198

# Our typeface

To ensure a consistent and recognisable look for all Plaything marketing and communications, we use Nexa as our standard typeface, in the weights shown here. (Note that Nexa Thin, Book, Xbold, Heavy and Black are not used.)

## Nexa Thin

ABCDEFGHIJKLMN  OPQRSTUVWXYZ  
abcdefghijklmnop  stuvwxyz  
1234567890

## Nexa Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu  vwxyz  
1234567890

## Nexa Book

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnop  stuvwxyz  
1234567890

## Nexa Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu  vwxyz  
1234567890



Nexa can be purchased online from [myfonts.com](https://myfonts.com). Just type 'Nexa' into the search field to locate it.

## Nexa Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu  vwxyz**  
**1234567890**

## Nexa XBold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu  vwxyz**  
**1234567890**

## Nexa Heavy

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnop  qrstu  vwxyz**  
**1234567890**

## Nexa Black

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnop  qrstu  vwxyz**  
**1234567890**